



Agricultural Communications CDE

Media Scenario and Practicum Details – 2023-24

Agriculture – Related Media Plan (200 points/team)

Teams will play the role of communications consultants and will develop a media plan for an assigned scenario (listed below). The scenario will identify a client with a communications need, and a budget. Please reference the current state CDE guidelines on the Georgia FFA CDE/LDE page. At the Area and State CDE, the team will make an oral presentation pitching the media plan to the client listed in the scenario.

2023-2024 Media Plan Scenario

Your chapter's agricultural communications committee has been approached by the local Chamber of Commerce and asked to design a strategy to promote agriculture in your local community. Your committee has the option to decide what will be included in the promotion of local agriculture. The expectation is to create a media plan that will help explain to those in your community, and those who visit, the role that agriculture plays in the history, economy, education, production and tourism in your community. The budget for the project is \$5,000.

2023-2024 Practicums

At the state CDE, students will attend a press conference where an industry professional will discuss a relevant agricultural topic. Following the press conference, each student will complete an assignment based on their pre-determined practicum.

1. Web design (student will use WordPress to create a web page)
2. Video producer (student will use Adobe Premier Pro software to edit and produce a video)
3. Journalistic writer (student will write a 300-350 word News Story)
4. Opinion write (student will write a 500-700 word Op-Ed piece)